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A Defeat in

The WIN

Campaign

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WIN has lost.

The acronym for "Whip Inflation Now," which has been the slogan of the Citizens' Action Committee, a volunteer anti-inflation group, was quietly discarded Saturday.

WIN, a catch phrase heavily promoted by President Ford, soon became the butt of jokes.

It was at Mr. Ford's request that the committee was set up last fall.

"As an acronym, it is dead and God bless it," said Sylvia Porter, the economics columnist who heads the committee.

Mrs. Porter said of the red and white buttons:

"That wasn't our gimmick! You all know what happened — we were left with the job of building the airplane in the air."

She declined to say who originated the "gimmick."

Mrs. Porter also announced that the committee is shifting its emphasis from inflation to energy conservation.

New York Times
